

Brett Topovski / ViewMyResumeNow.com

Creative SEO Expert - Internet Marketing Specialist

I am a very experienced creative SEO expert and internet marketing specialist. I know exactly what it takes to get first page results for websites at major search engines such as Google, Yahoo, and Bing. As a freelance SEO expert I've spent many years working for online business owners and optimizing websites to increase targeted organic traffic. I take an in-depth approach when analyzing websites for potential problems, overcoming shortcomings related to SEO, and finding the best keywords to target, including related combinations and variations of keywords that can help drive extra traffic.

I have well over 12 years of experience in working on general website design and using php, HTML, .NET, Apache, Linux, IIS, css, javascript, MySQL, AJAX, many CMS platforms and development related tasks that include the following:

- Website Design / Redesign
- Development of eCommerce Websites
- Advanced Search Engine Optimization

- SKILLS INCLUDE -

- Content Development: I write optimized content to improve keyword performance.
- Link Development: I understand how to properly develop links internally & externally.
- SEO Evaluation: I can identify SEO problems and offer logical solutions.
- Proper Internal SEO: I know what search engine bots look for while crawling sites.
- Proper External SEO: I know what it takes to get great results consistently
- Analysis & Reporting: I understand how to interpret the traffic and report website data.
- Graphic Design: I have 20 years of graphic design related experience.
- File Management - I have experience with file managed on a large and small scale

- WORK EXPERIENCE -

File Manager in Graphics & Print Department at MetroMedia Technologies

MetroMedia Technologies (MMT) - Wooster, OH - January 2011 to July 2011

Responsibilities:

MetroMedia Technologies is a worldwide billboard printing company, While working there I was responsible for Managing all files sent to CSR from sales men/woman from locations though out the US and Worldwide. All incoming files that were sent, had to come through my office to get downloaded, properly verified, input into the system, and then sent to graphic designers from proper sizing/editing to billboards. I also had to manage the company file archiving / de-archiving process to access files as needed for reprint and store them on DVD's for possible later use.

I also had to verify High-Definition (HD) prints, with small "scaled down," sample prints to help insure the graphics matched color requirements and check for flaws.

While working at MetroMedia Technologies as their dedicated company file manager, my responsibilities included: file management, sending / receiving / archiving files, Clients files that I worked with include companies like: Coke, AT&T, McDonalds, Budweiser, Coors, Blue Moon, Yankee Stadium, Esurance, Toyota, Honda, & Rolex.

Accomplishments:

I learned a lot about process management that helps to increase overall efficiency, not only in the department I personally worked in, but I helped to refine processes that helped the company, overcome short-comings in area that would be considered a "bottle neck."

Skills Used:

File Management, Print Design, Graphic Design, Adobe Photoshop, Adobe Illustrator, File Processing and Verification, Color Matching, Multi-Tasking, Using of many different file types, and converting files properly for print as needed.

Graphic Designer / Website Manger / Creative Print Design / Printer Management

Buehler's Fresh Foods - Wooster, OH

Responsibilities:

I worked in the advertising department as a graphic designer creating banners to print and display inside and outside of all 13 Grocery Buehler's Fresh Foods stores. I also helped manage the website and verify accuracy of updates weekly, or as requested and needed. Every week I also worked as part of the team in the advertising department create a weekly print ad for local new papers.

Accomplishments:

I was selected/recommended for this job, without even applying, because of the past experiences I had. This was a very rewarding experience, but unfortunately it was just a temporary job to fill in for the lead graphic designer that was on her maternity leave for a few months. I left on good terms and had a perfect attendance record, with the ability to use the manager of the advertising department at Buehler's Fresh Foods department as a reference.

Skills used for this job included:

- Graphic Design
- Website Manger
- Creative Print Design
- Management of Printers
- Creating Designs for Their Brand

SEO Specialist / Technical Support

INSYTE Consulting Group - Medina, OH
- Nov. 2014 to Current -

Responsibilities: I managed and performed all tasks related to SEO for all clients that have an SEO package. I also handle the technical support via email and over the phone for all clients. I was often call upon to make UX and SEO recommendations for the IIS/.NET platform related to how global and client specific SEO related features/ functionality. As part of my job I assisted with project management related tasks to that need to be performed by the development team; handling communications between the client, development team, and other project managers on the team.

Accomplishments: I have been able to further refine my process of improving keyword performance and reinforce SEO based recommendations with real data, helping to take the 'guess work' out of the equation while targeting keywords to increase SERP. I was able to improve my communication skills and working on many amazing projects while helping to meet client demands.

I do have a letter of recommendation from my Team Leader and I am able to use INSYTE Consulting Group as a reference.

- EDUCATION -

I am self taught for most of what I do as an SEO specialist.

I took an independent studies class for graphic design in high school.

Multimedia Information Technology, Web Development

ITT - Strongsville, OH 2001 to 2005

- OTHER RECENT ACCOMPLISHMENTS -

Graduate of the Emerging Leaders Program (Class of 2018)

Program by Leadership Medina County

I was sponsored by INSYTE Consulting Group